**WHAT IS CLAIMED IS:**

1.    A method for capturing metadata in a captured scene, the method comprising:

(a) determining attributes in the scene, which may be used for deriving metadata about the scene;

(b) after image capture of the scene, reading the metadata of the captured scene from a digital representation of the captured scene; and

(c) uniquely processing the digital representation based on the discerned metadata.

2.    The method as in claim 1, wherein step (c) includes providing the user either a URL address, time/date or a discount advertisement or providing a processor of the digital representation camera a time and/or date indication.

3.    The method as in claim 1, wherein step (b) includes discerning facial characteristics in the scene or predetermined landmarks.